

Exhibit 4

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Hermès International Et Al. v Rothschild, Mason
Twitter Space recording
August 23, 2022
Parts I & II

1 Part I

2 MASON ROTHSCHILD: What's up, guys?
3 I'll let it fill in for a second. I'm just going
4 to grab some water real quick.

5 All right. I feel like I should bring
6 up maybe a few people. I'm bringing up Nick and
7 stuff like that to kind of like maybe ask some
8 questions and stuff that you think people might
9 want to hear, and definitely like raise your hand
10 too.

11 I'll keep it pretty open, so like
12 whenever I kind of finish a statement or
13 something like that, you guys can ask questions
14 and I can kind of expand on things to a certain
15 extent. I don't want to give you guys like
16 everything that we're working on right now, but I
17 would love to kind of like, you know, get the
18 ball rolling, and get you guys thinking about the
19 things and projects that I'm working on, and see
20 if you have any input, and, you know, kind of
21 like see if you want to be a part of whatever I'm
22 kind of working on.

23 I kind of started a mini Telegram a
24 while back where people can kind of pose
25 questions and stuff like that to help me along

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1 with the process of thinking of these different
2 kind of projects and platforms. But yeah, I
3 would to kind of just start.

4 Obviously the name of this kind of
5 space is What is Gasoline. Some of you guys know
6 that I kind of started this outside company
7 called Gasoline, and it's kind of like an
8 umbrella company where a lot of my projects will
9 start falling under.

10 Main focus is kind of like to do cool
11 things in this space that are a little bit
12 different and a little bit like -- from being in
13 the space for, you know, almost two years now and
14 kind of just seeing how everything moves is
15 really kind of taking note of like what works and
16 what doesn't and, you know, what holes are in
17 this space, and where we can kind of capitalize
18 and improve on things.

19 I think that's like a big part of, you
20 know, improving the space that we like, that is
21 like web3 and blockchain technologies, and seeing
22 how far we can really take it to get more widely
23 adopted by like the general public.

24 You know, that's one of the biggest
25 things that I've decided to kind of dedicate most

1 of my time and energy to because, one, you know,
2 I really love this space. And I think it has,
3 you know, the utmost potential. You know, I
4 definitely think it's the future of how we
5 function, we realize things, and I think once
6 it's accepted and understood by most people, then
7 it can really start getting the wheels going on
8 something super special.

9 So yes, I mean, Gasoline kind of in a
10 nutshell is like a full-on like web3 native
11 company working on different things like building
12 infrastructures and technologies. You guys
13 probably saw like what I tweeted earlier, which
14 is like a little platform that we're working on
15 called Coms. To have more of a web3, blockchain
16 native chat platform that isn't, you know,
17 Discord -- you know, Discord with all the hacks,
18 it just -- it's not built for web3. Nor do they
19 ever claim to be built for web3. People just
20 kind of like plugged into the infrastructure they
21 created and, you know, made a bunch of bots and
22 all these different types of things that kind of
23 latch on to what their base technology is.

24 But I mean, even they have come out and
25 said like, you know, like, "We're not a web3

1 platform. We're gaming and community at heart,
2 but, you know, there isn't really much web3
3 infrastructure that you're going to see in the
4 near future."

5 So kind of took the initiative to build
6 upon that and kind of expand on something that is
7 desperately needed to kind of deter the hacks,
8 provide more like trust and safety in the space
9 because that's a big key in any kind of business
10 is the trust and safety aspect and, you know, on-
11 boarding people when, you know, a space is as
12 sketchy as web3.

13 You know creating these wallets and
14 seed phrases and all these like bad links, and
15 hacks, and phishing, and whatever is really
16 important to me because I feel like people who
17 have a bad experience, you know, as like one of
18 their first kind of experiences in the space as a
19 whole has been super rough. You know, like you
20 get turned off to the space that is really,
21 really exciting and has so much potential but
22 like one bad experience can really set you down a
23 really bad path and can have some pretty big like
24 financial implications.

25 So I really wanted to start developing

1 a platform that kind of spoke to all these
2 different things and spoke to the ability -- now
3 knowing like all the different kind of issues
4 that we have with Discord and other chat
5 platforms when people come to, you know, creating
6 these communities and developing different tools
7 is something that could be like fully centered
8 around like web3-based things, you know, token
9 gating, all native to the platform as opposed to
10 having all these different bots and plug-ins that
11 can easily be hacked.

12 So that's kind of what Coms is. That's
13 kind of the engineering arm of what Gasoline is
14 working on right now amongst other things.
15 That's kind of like one of the biggest things
16 that we're working in right now that's the most
17 exciting.

18 And when it comes to the other stuff
19 that I've been teasing on Twitter, there's a
20 project called Rodeo that you guys will start
21 seeing more and more information about. I kind
22 of took like the Wild West similarities that kind
23 of web3 had -- or has today where it's, you know,
24 it really is a Wild West of like people kind of
25 figuring it out, and you know, like my bio has

1 always said like web3 cowboy because it's
2 something that kind of resonates with me.

3 And with Rodeo, I really wanted to kind
4 of create a smaller project, like not a 10K PFP
5 type thing. I want to do something a little bit
6 more art-centered. And knowing my background
7 from the fashion side of things, like working on
8 kind of like western fashion and stuff like that
9 to kind of create these characters. There's
10 multiple kind of like body builds and stuff, and
11 there's supposed to really be kind of a
12 representation of who people's web3 identities
13 are.

14 That's a big thing, you know, being
15 able to kind of express yourself. And I think
16 like (indiscernible) and stuff are doing a great
17 job of doing the same thing where, you know,
18 really being able to personalize your NFT over
19 time or find something that really resonates with
20 who you are as a person is key to developing this
21 web3 personality, expanding on the fact that like
22 you have this ENS or something like that that you
23 compare alongside of it and really start
24 developing who you are and what you choose to
25 kind of like portray yourself as in this kind of

1 amazing space that is web3.

2 You know, it's not as traditional as
3 being like, you know, your standardized like
4 Facebook profile or anything like that. You can
5 really kind of choose to be who you want to be,
6 and I think that's the cool thing about what
7 these projects are providing, and I think it's
8 going to be like the biggest thing moving forward
9 when you combine who you are like as an ENS and
10 what you are, like what PFP you rock as opposed
11 to, you know, just kind of like having these
12 loose-ended kind of personalities.

13 And I think people will really start --
14 you see it already where people are really
15 starting to develop out their brand, you know,
16 their web3 brand for the future. And I think the
17 people who play into that now will be super
18 successful in the future, that's kind of a start.

19 But with Rodeo, we've already kind of
20 established a cool infrastructure where we bring
21 not only this kind of membership into, you know,
22 the traditional NFT project but we're partnering
23 with SoloHouse globally to host our web3 and
24 whisky kind of podcast, which is like another
25 kind of branch of Rodeo where we kind of give the

1 origin story of web3 creators and web3 kind of
2 centric people to kind of -- yeah, like really
3 tell what they came from because like when it
4 comes to me, when it comes to a lot of people in
5 this space, you know, two years ago, we weren't
6 doing this. You know, we were doing something
7 completely different and something unrelated to
8 what this is, but it all leads to the same place,
9 which is web3 and where we come from is an
10 interesting story that I don't feel gets told
11 enough.

12 You know, I feel like a lot of people
13 just kind of see web3 people, and a lot of them
14 are anonymous and stuff like that and don't
15 really have like too much personality behind
16 them, and I want to kind of like pull that out of
17 people to help people understand where everybody
18 comes from because I think that's another step
19 into getting people to kind of lean into this
20 space is like giving it some humanity, giving it
21 some morality to the creators and the people who
22 are actually building it.

23 You know, I think doing these spaces is
24 a good way of doing the same thing and like why
25 I've been so much of a proponent of, you know,

1 talking to the community, you know, kind of being
2 in the trenches, not being like a traditional
3 like founder or creator is really like kind of
4 getting the opinions of different creators, given
5 the -- or community members listening in, seeing
6 what -- how the space moves and kind of reacting
7 based on that is kind of like my motto and my
8 understanding of the space, and not kind of being
9 this like, you know, head in the clouds or like,
10 you know, in the shadows, kind of just like
11 listening in.

12 Like I really love to do these types of
13 things and get people's opinions. And you know,
14 that's the way I kind of develop my idea is
15 really listening to communities, listening to
16 people, listening to their friends, and really
17 bouncing ideas off of each other to really build
18 things that we need versus the things that I
19 think alone are just like the best ideas. You
20 know, it's really bouncing it off people and
21 having like honest friends and honest community
22 members that will tell you that, like, "Yo, this
23 is a bad idea," or "We should do this," or "We
24 should do that," and being able to kind of pivot
25 off it.

1 So that's kind of like the Rodeo aspect
2 of things. And when it comes to the different
3 things that Gasoline is doing, we definitely, you
4 know, develop and advise for like a bunch of
5 different like brands and consult for different
6 people in the space because I think a lot of
7 people like, you know, even from the days of like
8 MetaBirkins and stuff have enjoyed my approach
9 to, you know, doing things authentically, doing
10 things with an artistic kind of edge to them and
11 doing things that like aren't just an extension
12 of a product line. They have a little bit more
13 thought behind them, so that's kind of what
14 Gasoline is, you know, to date.

15 There's a little bit more going on
16 behind the scenes, but I'll let you guys kind of
17 like leave that to having some patience and
18 seeing what we build and how we execute, but I'd
19 like to kind of answer some questions and, you
20 know, just let you guys in on a little bit of
21 what I'm working on.

22 It's been fun, you know. Everybody
23 kind of here, you know, I see a lot of weirdos
24 that have been part of this like journey to
25 better understand the space and be able to

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1 execute projects like this. And I'm glad to
2 finally have this kind of like umbrella company
3 that's so focused on like web3 infrastructure as
4 well as projects, you know, both artistically
5 driven and kind of like utility driven to really
6 bring you guys the best of what there is, you
7 know, like doing things at a high level, doing
8 things with a high production level, and bringing
9 people from the web2 space that, you know, are
10 professionals to create things that we truly need
11 in this space.

12 But yeah, I'll answer some questions
13 now, you know, or comments if you guys have any.

14 Nick, if you have anything that you
15 think I missed, you kind of have like a better
16 insight into like what I'm working on if I missed
17 anything.

18 NICK: That's why I want to be careful
19 with what I ask.

20 MASON ROTHSCHILD: Yeah.

21 NICK: I guess the main thing that I
22 think is really interested to me is all of us in
23 here or most of us in here talk on a regular
24 basis. Pretty much a daily basis in Discord.
25 And we've kind of created -- or not kind of.

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1 We've created these communities where people go
2 to each other with a lot more than just web3,
3 which is really cool.

4 MASON ROTHSCHILD: Yeah.

5 NICK: How do you see Coms kind of
6 enhancing and building off that and, you know,
7 what do you see improving off of that needs
8 improvement?

9 MASON ROTHSCHILD: I mean, transparency
10 in this space is I think a big thing. With Coms
11 and stuff like that, we run kind of like a full -
12 - we develop a full-on profile of people who join
13 the space.

14 So like I think you can see from that
15 screenshot there's like an ETH balance, or when
16 this wallet was created -- because like I think a
17 lot of people, you know, get kind of scammed into
18 like thinking like, "Oh, this guy has this, you
19 know, NFT or whatever, and stuff like that," but
20 you'll actually be able to kind of look into
21 this. You know, have a brief snapshot of what
22 this person kind of like comes from. You know,
23 like what kind of NFTs do they hold? What
24 communities are they part of, you know, verified?
25 How much ETH do they have, you know, if they

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1 choose to display that? And like when their
2 wallet was created.

3 It's kind of like as simple as like,
4 you know, if you see kind of a new account that's
5 newly established and stuff, there's a little bit
6 of less trust there. You know, like versus
7 somebody who's had their wallet since 2019, hold
8 a couple NFTs, part of a few communities, and
9 have like different verifications.

10 So we're going to focus on creating
11 this kind of like reputation system or loyalty
12 system where like, you know, if you have your
13 Instagram link you get a star. If you have your
14 Twitter link, you have a star. You know, if you
15 verify with, you know, your Etherscan, you get a
16 star to kind of just like lessen the kind of
17 sketchiness that is web3.

18 You know, on Discord, you don't know
19 who the fuck you're talking to. You know? You
20 really have to check those like last four digits
21 on the Discord to make sure you're not talking to
22 the fake Spencer, you know? They can copy your
23 PFP. They can copy all this stuff.

24 But like we wanted to do that more
25 natively, and I think I -- yeah. I've showed you

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1 guys what that kind of looks like in my book, but
2 like really creating this trust and safety policy
3 that's integrated into the system that like, you
4 know, helps people just like identify a bit
5 better. You know, people will utilize their ENS.
6 You can only kind of put a PFP if you own the PFP
7 or NFT as your profile picture on the space. You
8 can't just like add some random PFP or anything
9 like that. So there's no pulling like the wool
10 over people's eyes. You know?

11 In addition to stuff like that, like
12 our token gating process within the platform is
13 pretty cool where you can create a community and
14 stuff like that. You can create a public
15 community and a private community.

16 A private community would be like a
17 gated community, so token gated. If you don't
18 hold the token, you don't get into the community.
19 You know? So you're not going to be faced with,
20 you know, a lot of problems that I think projects
21 have, like PREMINT or like trolls and stuff like
22 that, people who don't even hold the NFT like
23 coming in there and talking shit, like all these
24 different types of things.

25 It's really built with communities on

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1 Discord in mind where like I saw so many
2 different things and stuff fail within like
3 Discord communities and hacks. You know, we were
4 a victim of one outlives. You know, we
5 reimbursed with like 30-something ETH worth of,
6 you know, scams and stuff through a bad link
7 where one of like one of the accounts
8 compromised.

9 And really taking all these little
10 things into account and improving on them, and
11 it's easy to improve on them because we have
12 like, you know, technology that is web3 native.
13 You know, where we're reading these accounts and
14 stuff. You know, it'll be a read-only command,
15 so you'll sign a read-only, so there's no risk on
16 that side. It's really thinking every single
17 process through and like making sure that it
18 makes sense for our user.

19 Hopefully that answers your question.
20 I think that answers your question.

21 NICK: No, for sure. And I think it's
22 really interesting too when you look at the
23 transparency piece of it that you said. You
24 know, like I'm looking in the crowd. Like I'll
25 take Mercedes, for example.

1 MASON ROTHSCHILD: Yeah.

2 NICK: Like we know that's his PFP. We
3 know that he -- that's his (indiscernible), but
4 there's a lot of people that often in Discords
5 and servers that you just have no idea who they
6 are or what they are from either side of it,
7 whether they're trying to be malicious or
8 somebody that they're not, or, you know, they
9 might be a real loyal person that just isn't as
10 well known in the servers as a lot of people.

11 So I think it's really cool that it
12 adds that transparency piece. It's not
13 necessarily a flex. It's just more of a -- it
14 creates a better situation for everybody and
15 growing the space. So I think it's really cool.

16 MASON ROTHSCHILD: Yeah, and obviously
17 we'll have the option to like -- you know, you
18 don't have to show your ETH balance and stuff
19 like that, but it'll be that extra step of like
20 verification if you choose to because I think
21 it's a pretty good indicator.

22 You know, like if somebody's trying to
23 trade you something, and they're like, "Oh, I'll
24 pay you like three ETH and stuff," and you check
25 their wallet, and like they've 0.01, then they're

1 probably bullshitting you, you know.

2 So it's just like really little things
3 that will further this kind of trust and safety
4 within this space and like less people getting
5 duped will be a massive, massive improvement in
6 the long run that we wanted to make sure that we
7 attacked head on.

8 NICK: It'll be interesting too how
9 founders take the state on this token-gated
10 approach and utilize it to their advantage and
11 the community's advantage to growing a project,
12 probably not a 10K. I mean, maybe but growing --

13 MASON ROTHSCHILD: Yeah.

14 NICK: -- a project with really quality
15 people who they can vet and know are really
16 quality and, you know, giving out whitelist and
17 stuff based upon stuff like that instead of just
18 like a battle, you know, like a rumble or
19 whatever.

20 MASON ROTHSCHILD: Yeah, and down the
21 line --

22 NICK: So really growing upon --

23 MASON ROTHSCHILD: Yeah.

24 NICK: Yeah.

25 MASON ROTHSCHILD: Go ahead.

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1 NICK: Oh, I was just going to say
2 really growing upon some of the downsides that
3 we've experienced over the last year or so in
4 web3 with, you know, all these people that are
5 the most loyal people in the world in the servers
6 until the day of mint and then just paper hand
7 the shit out of everything. So --

8 MASON ROTHSCHILD: Yeah.

9 NICK: I think it's a really cool
10 solution, and I'm excited to see how founders
11 utilize that.

12 MASON ROTHSCHILD: Yeah. We definitely
13 want to build some metrics in there to really see
14 what that loyalty looks like.

15 You know, we have a badge system that
16 I'm super excited about, you know, where, you
17 know, you can kind of gamify loyalty within your
18 servers where you can kind of, you know, do
19 little badges like a supporter badge or something
20 like that, sort of like -- instead of like a --
21 what would be like the Discord equivalent? Like
22 the early role or something like that.

23 Like having that kind of supporter
24 badge, you know, setting a metric in the server
25 where it's like, okay, like if this person joined

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1 on like Day 1 through 3 of the server, or
2 something like that, they get that kind of early
3 supporter badge. And just kind of knowing who
4 these people are and being able to see it easily.
5 You know, like seeing message count, how much
6 they're talking and stuff like that.

7 And what I wanted to really achieve
8 here too is like there's not going to be a bunch
9 -- with Coms, there's not going to be multiple
10 channels and stuff like that. It'll kind of just
11 be this big group chat because I want the focus
12 to be around the community, not like the
13 different alpha and stuff that your community
14 provides and stuff like that. It's solely
15 focused on what people should be there for is,
16 you know, the project. And simplifying things
17 because I feel like, you know, things get super,
18 super complicated with all these bots and
19 verifications and stuff. You know, you won't
20 have to do like the (indiscernible) process or
21 the (indiscernible) process and stuff like that
22 because it's already built in.

23 Like it really simplifies the whole
24 vision of what we seek community as today. So
25 yeah. I'm mad excited about it. I know you guys

1 are too.

2 But yeah. If anybody else has
3 questions too, and, Nick, thank you for asking
4 the questions. That's -- I think that helps
5 people kind of understand what the platform is
6 built for.

7 NICK: Yeah, for sure. I just have one
8 lesser piece to add too because I think it's
9 important that people realize from the ENS
10 perspective, you know, we're identifying these
11 people based upon a token-gated system that logs
12 them in with their wallet, go snatch up that name
13 right now while you can still get it.

14 MASON ROTHSCHILD: Yeah. I think an
15 ENS is important for that. You know, like when I
16 was typing up that --

17

18 PART II

19 MASON ROTHSCHILD: My bad, guys. I
20 made a new move and should've charged my phone.
21 I was out and about today. But we're back. Let
22 me get Nick back up too. That's my bad.

23 If you guys see my screenshots -- if I
24 ever send a screenshot in like I Like You, You're
25 Weird or something like that, you guys know that

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1 my phone is always like on the edge of dying. I
2 don't know why it's like that, but I should
3 charge it since I'm usually home.

4 Nick, where did I finish? What was the
5 last thing that --

6 NICK: The last thing we heard was
7 about identifying people through ENS things.

8 MASON ROTHSCHILD: Oh, yeah. Yes.
9 What was it -- oh, so like when I was coming up
10 with the description for what Coms is, I was like
11 it's a network for communication between web3
12 identities and wallets. Right? So like you
13 know, expanding on like what that web3 identity
14 is.

15 You know, mine is obviously like across
16 the board, it's like, you know, Twitter,
17 MasonRothschild; website MasonRothschild; Twitter
18 -- I mean, Instagram MasonRothschild, ENS
19 MasonRothschild. Everything's just kind of the
20 same.

21 But for other people, it's so important
22 to develop this like -- this brand now. You
23 know, it's still early. Like I know people
24 always say that, but like, you know, reserving
25 these cool ENSes, you know, before they go super

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1 crazy, the number ones have already gone super
2 crazy, you know, in terms of price.

3 But like even just getting your name,
4 you know, is super important. You know, back in
5 the day trying to secure that cool gamer tag, you
6 know, when a game first releasees, you know, and
7 being able to secure like the cool one word
8 versus like having like that -- the numbers after
9 it like, you know, MasonxXx1234 or some shit like
10 that -- is super important because I think like
11 everybody wants that like clean factor.

12 I think that even adds to like the
13 whole trust and safety is like, "Yo, this guy has
14 been in this space," or "This guy like, you know,
15 bought the ENS that is like super clean and has
16 the PFP." Like it kind of goes hand in hand with
17 the trust and safety that we're trying to achieve
18 here is, you know, building that personality,
19 making sure that hat personality is like, you
20 know, in the trenches, going through these
21 Twitter spaces, has the -- has the memberships to
22 this project and that project. Yeah, like it
23 plays -- it all plays into each other.

24 Can you hear me, Nick?

25 NICK: Yeah, sorry. I can hear you.

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1 MASON ROTHSCHILD: Okay. Cool. Yeah,
2 so like that's -- yeah. In a nutshell, that's
3 kind of like, you know, what I thought about when
4 it comes to you know, the web3 identities.

5 It's interesting what -- I'm actually
6 pretty shocked that like nobody's really building
7 anything within this space, so to further it,
8 that's why like -- when it comes to like all
9 these PFP projects and stuff like that without
10 the lacking of like utility and things that you
11 can do in the real world, I think people were
12 able to kind of harness that and really achieve
13 things that make people want to onboard into web3
14 are going to be the things that, honestly, like
15 you know, have the most growth over the next few
16 years.

17 NICK: I think this is -- it's an
18 interesting topic because -- and it's something
19 we talk about a lot in the background. But I'd
20 be interesting -- interested to hear what -- if
21 people want to come up on stage and talk about
22 what they feel is missing or, you know, what they
23 need from web3.

24 MASON ROTHSCHILD: Yeah.

25 NICK: Because we talk about this a lot

1 on how we can enhance things, and I always feel
2 like it's a very project-based, or very alpha-
3 based, or very --

4 MASON ROTHSCHILD: Yeah.

5 NICK: You know, like what are -- what
6 are you giving me as a founder -- or from the
7 founder, but it's never about longevity and ways
8 that we can improve upon things that we already
9 do on a regular basis, so I'm just interested to
10 hear people's thoughts I guess on that.

11 MASON ROTHSCHILD: Yeah. No, that's
12 the only way we can actually like build cooler
13 things is getting everybody's input into like
14 what they think.

15 I challenge everybody to like think
16 bigger. You know, not think from a project-based
17 standpoint, but think in like the overall
18 viewpoint of like what web3 is and where you see
19 it going.

20 When I was explaining like web3 and
21 like blockchain technologies to some friends, it
22 was like a lot of people see it as this like very
23 scary -- like you've got to be a computer hacker
24 and stuff like that to participate, but honestly,
25 like the way I see it, it simplifies a lot of

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1 things, and I think that people need to
2 understand that it does do that. You know, like
3 it simplifies membership. It simplifies, you
4 know, data and analytics. It simplifies a lot of
5 things, and it really leans into trust and
6 safety.

7 And I think, you know, with how heavy
8 Apple and stuff like that push trust and safety,
9 you know, they have that little symbol now where
10 it's like the apple turning into a lock, that's
11 what their focus is because people want to
12 protect their data. People want to protect, you
13 know, their identity and all these different
14 types of things. So I think web3 itself really
15 leans until that whole idea.

16 NICK: I've read actually -- not to
17 call you out or anything, Stacy. I'm sorry. But
18 I've read a lot about what you've talked about on
19 this very topic and how your point of view and
20 David's point of view from a safety perspective
21 plays such a huge role in the progression of this
22 space. I don't know if you want to share any of
23 that, but I know that you've been pretty vocal
24 about it.

25 MASON ROTHSCHILD: Yes, Stacy. Pull

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1 up, yeah. Or anybody, don't be shy. I see some
2 familiar names and stuff in the crowd. Even if
3 you have a comment, feel free to pull up.

4 STACY: Hey, hey.

5 MASON ROTHSCHILD: What's up, Stacy?

6 STACY: Hey.

7 NICK: What's up, Stacy?

8 STACY: Now that you guys called me up
9 -- I was going to say since the call dropped,
10 please feel free to blame David just so you guys
11 can say the three words.

12 MASON ROTHSCHILD: Yeah. Fuck you,
13 David.

14 NICK: Fuck you, David.

15 MASON ROTHSCHILD: No. Yeah. I've
16 really got to start charging my phone during the
17 day.

18 STACY: No worries. And so -- but
19 yeah.

20 I think that web3 definitely needs to
21 shift into a place to where like now that we have
22 experienced it as that Wild West component, we
23 need to tame the Wild West by incorporating those
24 strong securities that are very lacking to where
25 people can feel comfortable with going, and

1 networking with people, building wealth,
2 collecting digital assets, making digital assets,
3 and not having to worry about getting scammed,
4 and knowing that that is not going to be a space
5 that's going to be welcome for that kind of
6 activity.

7 MASON ROTHSCHILD: Yeah. We definitely
8 want to deter. I think that's a start, you know,
9 is deterring the type of people that want to like
10 make an easy buck off, you know, somebody else,
11 or just like anything malicious. You know, this
12 kind of gets rid of a lot of that.

13 When we were building it -- and, you
14 know, we still are building it with that in mind,
15 you know, like the malicious nature of the space
16 is something that we really want to get rid of
17 because, yeah, I mean, it all comes down to
18 onboarding. The simpler you can make something,
19 the safer you can make something, the more people
20 want to join in. And I think if we really want
21 to see this whole thing succeed, we need more
22 people to be on board. And that's -- this is
23 what gets it started.

24 STACY: Absolutely. And I feel that
25 the safer that the space gets -- like you can

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1 have the most valuable Board 8, but if there's
2 word of like, "Oh, yeah, just like by a click of
3 a wallet, my crap got swiped," that's --

4 MASON ROTHSCHILD: Yeah.

5 STACY: -- not going to encourage new
6 people into the space. And so we as a community
7 and also as a space need to figure out how do we
8 make this more secure to make it more comfortable
9 to and inviting for more people to join in?

10 MASON ROTHSCHILD: Yeah. Exactly.

11 Heroe, what's up?

12 HEROE: Yo, what up, guys? Can you
13 guys hear me? I got my AirPods on.

14 NICK: Yeah. It's good here.

15 HEROE: Yo, what up, guys? So yeah. I
16 love the topic. It's pretty much like one of the
17 better interesting like conversations. Like I
18 really enjoy to like just chat in and talk about
19 it. It's ice really fun even that's out of
20 ground group with Gasoline or like always looking
21 forward to that type of -- like I always wanted
22 to foresee web3 to eventually try to push this
23 way.

24 I just wanted to add because I was
25 recently -- you know, I was able to go to an

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1 event that was -- initial invitation was like via
2 token gated, and I just wanted to like, you know,
3 share that. I thought that was pretty cool when
4 you mentioned about being in the same group or
5 maybe in the same community with people who are -
6 - because everybody talks about like, "Oh, we're
7 all like-minded individuals," right?

8 MASON ROTHSCHILD: Yeah.

9 HEROE: And like I like something that
10 you touched about there. You're like yeah --
11 until I think it was Nick who said but when it
12 comes to mint date, like people just like vanish
13 or paper hand.

14 I like, like this conversation that
15 you're creating just because it's like -- it's
16 not only token gated, but you're kind of like
17 checking the temperature of like how loyal and
18 how down have you been? And also there's this
19 metric -- there's this website somebody shared on
20 the -- on the I Like You, You're Weird website
21 where I was able to see like the percentage of
22 how long somebody was holding.

23 MASON ROTHSCHILD: Yeah.

24 HEROE: For the Weirdo, so I thought
25 that was pretty cool because I'm like, like you

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1 said, right? There are people that can be in the
2 same project but you can't really like check
3 their temperature, so just food for thought,
4 right? Like generally speaking, it would be
5 pretty cool to see something that, like you said,
6 it shows you how long someone's been in the same
7 project as you, and then --

8 MASON ROTHSCHILD: Yeah.

9 HEROE: -- just because you can really
10 feel like, hey, like this person has like 100
11 percent like the same vision as I do. They see
12 the project the same way as opposed to somebody
13 joining in and becoming a holder and having the
14 same access to the exact same thing, and then
15 being able to obviously like just do whatever
16 they want with like their piece of whatever.

17 They have the freedom, but it -- I
18 think that's really dope that you're trying to
19 push this space to where it's like able to gauge
20 the temperature and then also creating more
21 security for like the space. Because you said,
22 right, like it's true people want to come
23 onboard, but it's kind of like this dark cloud
24 over it where it's like, oh, crypto. Because I
25 remember when I was like buying Ethereum like in

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1 2016. Like people were looking at me like, oh,
2 like you're fucking -- like you're hacking and
3 all that shit. I'm like what?

4 MASON ROTHSCHILD: Yeah.

5 HEROE: It's just crypto and shit.

6 MASON ROTHSCHILD: Because I feel like
7 the connotation with like you know, crypto itself
8 -- you know, not even like web3 and stuff -- is
9 like, "Oh, you do crypto? Do you buy shit off
10 Silk Road? You buy like guns and drugs?"

11 HEROE: Yeah. Exactly.

12 MASON ROTHSCHILD: You know, like --

13 HEROE: Like it had that cloud, so I
14 think it's like super dope, like Gasoline has
15 been like -- when you teased it and then I was
16 able to jump in the Telegram, like I was always
17 hyped for it because to me -- I don't know if
18 this is like -- this is my thought, right? Like
19 Gasoline to me was like fueling the future.

20 MASON ROTHSCHILD: Yeah.

21 HEROE: Like literally. You get me?

22 Like fueling?

23 MASON ROTHSCHILD: Yeah, no. It has a
24 fuel connotation, yeah. Gasoline itself like --

25 HEROE: Right.

1 MASON ROTHSCHILD: -- when I was
2 thinking about things -- when I was naming it,
3 you know, I was like, yeah, Gasoline, like I have
4 my like -- my motorsport kind of addiction.

5 HEROE: Right.

6 MASON ROTHSCHILD: You know, I love
7 like just the fuel and stuff like that, but then
8 like, you know, fossil fuels and stuff like that,
9 gasoline, and it's like, you know, dinosaur age,
10 and this is kind of like the new age, so it has a
11 little bit of a contrast on that side.

12 And when it comes to all the stuff that
13 I'm like building, yeah. It's like adding gas,
14 you know, to the flame and being able to kind of
15 make things a little bit bigger, think bigger,
16 make bigger like kind of noise or like
17 explosions, I guess you could say, you know, to
18 really kind of like move the space forward.

19 Yeah. That's everything that's like --
20 you know, that I kind of stand for as like a
21 creator in this space. So it's really like -- I
22 really feel like I'm kind of like in my element
23 being able to kind of have the assets and have
24 the team to be able to achieve these different --
25 these different things.

1 HEROE: 100 percent. Like I think it
2 was like -- that's really like what kind of like
3 wanted me to hear more about Gasoline because
4 like I was like, damn, if it's like the right
5 people asking the right questions trying to push
6 it in the right direction -- because like you
7 said, like it's kind of -- for myself, right,
8 just speaking as somebody that is like pretty
9 much a consumer, right, because I'm not in the
10 team or anything, but it's like that's why I
11 don't really buy a lot of NFTs because I feel
12 like it's kind of diluted into like PFPs.

13 And it's like, okay, I have a JPEG.
14 Now what? You get me? Especially being from
15 like kind of a background where a lot of my
16 friends are artists or creatives, and I get
17 access to like the events, I'm like, damn, it
18 would be cool if like more projects start token
19 gating events, like I think we had this
20 conversation last time about like proof of
21 attendance, like saying, "I was here this day,
22 and so was this person," based on the blockchain.

23 MASON ROTHSCHILD: Yeah.

24 HEROE: I was able to go through
25 another project, able to like book my reservation

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1 with like Puma. It was token gated. You can't
2 even access the site without that specific token.
3 And then once you have that token, it allows you
4 to book your reservation. Once I got there, I
5 was able to confirm a reservation because I had
6 that blockchain transaction.

7 So I just thought that was sick because
8 I'm like if bigger venues can do this, it's like
9 I was here on those days. So-and-so was here
10 with me. And it's like we're here at the same
11 place, same time, for the same cause. It's like
12 -- it was just pretty sick. When you think about
13 it, I'm like -- that's pretty insane like to
14 think like if they can do that on a larger scale
15 with like mass adoption, I think that's like
16 literally the future. That's fucking sick, so
17 that's my little two cents, man.

18 MASON ROTHSCHILD: Yeah.

19 HEROE: I'm happy to be here. I think
20 you're doing something super sick. I'm super
21 excited about like pretty much a lot of pretty
22 cool stuff that you're rolling out. It's like
23 stuff that I personally love to see because I
24 want to see like it being pushed more forward.
25 And I'm all for like innovation and doing like --

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1 okay, we did this, but like what's the next vibe?
2 Like what are we doing next? You get me? So I
3 just salute to you --

4 MASON ROTHSCHILD: Yeah. Thanks, man.

5 HEROE: -- about like you know, a lot
6 of cool stuff, man. So big fan. You got my
7 support. Team is awesome too, like Justin
8 Spencer, (indiscernible) so it's been pretty cool
9 this couple of last weeks, you know, getting in
10 the chat with you guys a little bit. So that's
11 my little two cents for today, man.

12 MASON ROTHSCHILD: Yeah. 1,000
13 percent. Thanks for the constant support, man.
14 I really appreciate it and always giving me like
15 your two cents.

16 But yeah. I mean, like I think we have
17 something cool. And you know, when it comes to
18 being -- you know, everybody here is still like
19 an early adopter of, you know, the space. You
20 guys took the plunge and took the risk into
21 trying.

22 And I think for a lot of people -- I
23 can say that for most of you, I feel like it's
24 paid off. It has for me, and it's like, you
25 know, you always have kind of this -- I hate

1 saying like the community word all the time and
2 stuff, but it's like at the end of the day,
3 that's really what you kind of gain by being part
4 of this space. Like doing community at a way
5 different level, a way more immersive level than,
6 you know, you know, friendships and relationships
7 that have ever been done in the past.

8 And I think like being able to kind of
9 supplement that growth is a crazy thing for like
10 not only people who are just kind of like looking
11 to make a buck, but like honestly it's probably
12 great for your mental health. It's probably
13 great -- like I think people who are not normally
14 social like in real life and stuff like that are
15 probably way more social these days. You know,
16 like people who are homebodies actually have
17 people to speak to on a daily basis.

18 That's exciting in itself. You know, I
19 think it's its own form of therapy, getting into
20 the right communities, finding where you kind of
21 -- you can live and where you can kind of thrive
22 is a big part of why people who are in it are so
23 sold on this idea already is it's definitely
24 something special.

25 What's up, Pasty?

1 PASTY: What's happening?

2 NICK: Speaking also -- sorry. Just
3 one more quick thing. Sorry, Pasty.

4 One more quick thing is add so much
5 more solidification to the space as well and as
6 well as your brand.

7 MASON ROTHSCHILD: Yeah.

8 NICK: Solidifying, you know, the
9 growth forward and being more than just a PFP or
10 more than just, you know, something -- a JPEG
11 that you're selling is the future. I mean,
12 that's what's going to last in this space, and
13 being able to grow upon that and hear -- you
14 know, we walk about community, like you said a
15 lot -- but hear the community and hear what
16 people need and really want. The more normalcy
17 and the more solidification we get, the easier
18 it'll be to grow and to scale.

19 MASON ROTHSCHILD: Yeah. And that's --
20 I mean Heroe touched on a good word. It's like
21 that mass adoption. Like how do we get to that
22 scale -- or that stage of mass adoption? And I
23 think, you know, what we're doing with Gasoline
24 is actually like, you know, supplementing that
25 idea of mass adoption, making things easy for a

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1 lot of people, making things safe, and making it
2 like worthwhile is probably like the biggest
3 thing, you know, having that constant
4 relationship and being able to build that both in
5 a physical sense as well as a digital sense, and
6 kind of incentivize projects to do more and think
7 bigger than just like, you know, this digital
8 product.

9 NICK: Sorry, Pasty. I rugged you. Go
10 for it.

11 PASTY: All good, bro. I just kind of
12 wanted to add on to that, like the community
13 thing. I know we talk about it a lot, but I
14 really do love this community. I think like as
15 far as you said with mental health, like, you
16 know, it's kind of weird that you can just kind
17 of own a Weirdo and kind of get therapy from the
18 community as much as you can. Like I talk to
19 everyone in that Discord every day -- every day.

20 MASON ROTHSCHILD: Yeah.

21 PASTY: And like, you know, if there's
22 ever -- if any Weirdo ever has like an issue or a
23 problem, it's kind of good that we can fall back
24 on each other and kind of help each other.

25 Like I was having a -- I having a

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1 really hard time like quitting pot over the past
2 few days, but thank God I got in that Discord and
3 got a lot of motivation, you know, from
4 everybody.

5 MASON ROTHSCHILD: Yeah, no. It's
6 crazy too because like I feel like, you know, in
7 these -- we're still somewhat anonymous in a
8 sense. You know what I'm saying, like when it
9 comes to these Discord users? Me a little less
10 than most people, but like it's cool that you can
11 kind of just jump into the space and nobody's
12 really judging. Like at the end of the day,
13 you're all part of this one project and stuff.
14 Like you can be yourself because nobody's really
15 going to like wreck you for being who you are.
16 You know, and you'll probably find somebody
17 because these projects have such scale to them.
18 You'll probably have somebody who like either
19 went through the same situation or is going
20 through the situation that you can kind of like
21 lean on. That's a pretty like underrated thing
22 that I feel like people don't really understand
23 when it comes to these project is like, yeah,
24 it's free therapy.

25 PASTY: It's the most underrated thing,

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1 I feel.

2 MASON ROTHSCHILD: Yeah. No, that's an
3 -- it's a great point you made. Yeah. Something
4 rough happened in real life and stuff like that,
5 just hop on the Discord. See what's up.

6 NICK: It's a really cool thing is
7 people develop too, and you see people getting
8 artist talents out or, you know, maybe wanted to
9 do dev work themselves or grow upon their web3
10 journey just literally from starting out chatting
11 in Discords and growing upon that. It's really
12 cool to watch.

13 MASON ROTHSCHILD: I mean, yeah. Like
14 perfect example is like I mean two listeners in
15 here, fucking Mookie, Danielle who I met through
16 I Like You, You're Weird, and now she's like my
17 lead web designer. She's the one working on you
18 know, Coms, working on Gasoline, and stuff like
19 that. Like that's through -- that's through I
20 Like You, You're Weird.

21 Even Charlie down there is like you
22 know, he's basically my partner in a lot of these
23 different things. He's like my engineering arm,
24 and we met through a project, like technically
25 through MetaBirkins and stuff like that, so it's

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1 pretty incredible what you're able to build from
2 just being in this space.

3 If you apply yourself and like you
4 know, find the right people, you're golden. You
5 can -- you know, the sky's the limit on what
6 you're able to achieve. And, you know, like I
7 highly encourage people to kind of like think in
8 the same way. Like find a group of people within
9 your given community and start just kind of
10 chatting, seeing what you can kind of develop
11 because like it's a gold rush right now.

12 You know, and like creating cool
13 technologies that you think will work and just
14 kind of applying yourself is a big thing. And
15 honestly, if you guys have any good ideas and
16 stuff like that, run them by me. Maybe they
17 become part of the Gasoline ecosystem because,
18 you know, we have the resources to build these
19 things and take ideas to products, you know, and
20 actually engineer them out and develop them.

21 So my DMs are open on Discord, so
22 definitely like reach out if you have something
23 you want to pitch, and then we can kind of see
24 how we can -- we can do something with it. I
25 think that's like a -- that's something that I

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1 always want to like provide because like I mean
2 the biggest -- the best ideas and stuff come from
3 this communication, and I think that's why like
4 all these different founders do so many spaces
5 because they get the opinions, and they kind of
6 like challenge you to push an idea a little bit
7 further.

8 NICK: I think it's worth noting too,
9 like coming from somebody, Mason, that talks with
10 you literally every single day, like you can see
11 your gears grinding at all times. So I think its
12 important people know that like when you say
13 that, you're real about it. Like you're really
14 open to and genuinely love talking about the
15 growth and development of the space and people,
16 and our future, and things that we can do that
17 are -- is dope shit, you know, how we can
18 progress.

19 And I know it's been really cool for me
20 just watching things progress, you know, kind of
21 as you're working, and talking, and going through
22 things, and I know a lot of the things on the
23 background have come literally just from having
24 conversations and talking it out.

25 MASON ROTHSCHILD: Yeah.

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1 NICK: I think that's so cool to have
2 these conversations in this space, especially at
3 this point because we are so early on. People
4 collectively as a whole are a better army than
5 just one person. So I think it's really cool,
6 and it's one of the things that you definitely
7 excel at.

8 Sorry. Dawson agrees too.

9 MASON ROTHSCHILD: No, I appreciate
10 that. Man, you guys see firsthand. Spencer,
11 Andrew, Justin, you guys see firsthand like all
12 the bullshit that like goes through my head, and
13 then like, okay, this is an idea. And then it
14 gets crazier and crazier, and sometimes it stems
15 off into something that's like completely
16 useless, but then I keep going at it. You know,
17 like I hit up Mercedes, and I'm like, "Yo, what
18 do you think of this?" You know, like I get
19 different opinions and stuff, and that really
20 helps me like just get to where I want to be, you
21 know, mentally when it comes to developing
22 something, whether it's a project, whether it's
23 art, whether it's like a platform or something
24 like that. Like it's all the result of
25 collaboration.

1 Then that comes to Coms. We named it
2 Coms because it's focused on communities and
3 communication. You know, like it's definitely
4 like, you know, something simplified. It's just
5 like that's the basis of all great things is like
6 having the community that you can speak to, and
7 then actually applying yourself within that
8 conversation and communicating with each other.
9 That's the only way we're going to kind of create
10 cool things in this space, and start like seeing
11 the space kind of like move, I think. Because I
12 definitely think it needs a little bit of a
13 reinvention to actually get some legs to get that
14 mass adoption.

15 NICK: I don't even know if the space
16 had time to really vet itself to what it truly
17 could be.

18 MASON ROTHSCHILD: Yeah. It really
19 hasn't.

20 NICK: It just -- yeah, it just kind of
21 took off to what we know it as now, and
22 everybody's like, "Holy fuck. How did we -- how
23 did we get here so quick?" and this isn't even
24 really what it's going to be going forward. So
25 how do we kind of take a step back and really

1 develop this kind of backwards the right way?

2 MASON ROTHSCHILD: Yeah. There are
3 very few like infrastructures that have been
4 built thus far that are like I think long-
5 lasting. I think PREMINT is a really cool
6 technology. I think tokenproof is an amazing
7 technology.

8 You know, I think a lot of the stuff
9 that like -- like the proof team utilizes, like
10 the Moonbirds' team, the Proof team deputize are
11 really like pushing things forward in the space.
12 That's why I really look towards them when it
13 comes to developing product and putting things
14 into perspective to see like, you know, how would
15 this work? Would it -- would it fit into that
16 ecosystem? Because they're doing like really
17 good things that are really like pushing the
18 space forward. I think they have so much more up
19 their sleeves.

20 I think there's so many technologies
21 that have been created that are a little bit like
22 -- if they don't reinvent, they'll be obsolete
23 pretty quick. So it's really a battle of
24 creating something that stays within that pocket
25 of being able to either pivot or evolve over time

1 with this space that moves so fast.

2 NICK: You touched on that earlier too
3 with web3 and whiskey. And I don't know how much
4 -- you kind of gave a synopsis of it, but --

5 MASON ROTHSCHILD: Yeah.

6 NICK: That's one of the things I think
7 is going to be really cool going forward because
8 I know one of the big inspirations for you is,
9 you know, is Proof and looking at growing that
10 podcast is going to be really exciting.

11 MASON ROTHSCHILD: Yeah. Like I said,
12 I want to bring more humanity to the space. Like
13 it's important for people to realize that like
14 we're human too.

15 Like when I was going through that
16 whole -- like I got super sick like with long
17 COVID. I still am like super sick. I got a
18 fricken IV earlier today. Like that was like
19 real. You know, and like I let people know.
20 Like, "Yo, I feel like shit. Sorry, guys. Like
21 this is real. Like this is something that I have
22 to put at the forefront of things."

23 But I feel like a lot of founders and
24 creators in the space like just try to portray
25 themselves as kind of like untouchable, like the

1 Zagabonds and stuff of the world who are kind of
2 like above all else.

3 I didn't want to be like that because
4 like at the end of the day, you guys know me.
5 Most of you all know me. I'll hop into VC and
6 stuff like that, and just like chat your ear off.
7 You know, people have reached out to me like even
8 in MetaBirkins days. Like somebody had an issue
9 and stuff like that. I called them on Discord,
10 like even though I am getting a little bit
11 busier, I still try to make time for everybody
12 because, like, I mean there -- it's hard to get
13 this much support behind you.

14 And I think that's like generally what
15 keeps me going, and that's what's kept me going
16 web3. You know, like with Terminal 27 and stuff
17 like that, we've always had the support of people
18 to be able to kind of like play out our dreams
19 and create -- like it sounds a little bit cheesy
20 sometimes, but like shit, we made -- we started
21 terminal last like March, and then we were voted
22 best boutique it's just like that's the -- and
23 then we were vote best boutique in America by
24 Vogue in November. And you know, now we're, you
25 know, a year and a half in, and we're opening a

1 6,000-square-foot space in Japan. You know, like
2 that's growth, and I don't think that comes from,
3 you know, kind of waiting in the wings, waiting
4 for somebody to do something. Like we've kind of
5 like became masters of our own universe and like
6 are just like doing what we feel is right, you
7 know, and not letting anybody kind of speak to
8 that.

9 Because like I will tell you like when
10 it comes to Terminal and like being in the luxury
11 retail space in a competitive space like Los
12 Angeles, it's definitely not easy. But, you
13 know, we're launching our web3 platform in late
14 October or late November. We're utilizing a lot
15 of these technologies that I see like fit in
16 web3, and bringing them into web2 and being like
17 one of the first ecommerce platforms and stuff
18 like that to really utilize blockchain technology
19 to scale.

20 Anybody else have any questions? Feel
21 free to ask. You can ask anything that kind of
22 goes toward that whole concept of humanity. Like
23 it doesn't even have to be related to like, you
24 know, what we just spoke about.

25 Like I said, I'm always here. Like if

1 anybody is kind of itching to do something in
2 this space and wants a little bit of advice or
3 something, like I'm literally here. I think I
4 respond to almost everybody like asking, "Like,
5 yo. I have this idea."

6 Like I forget who it was. It was
7 somebody in I Like You, You're Weird was like,
8 "Yo, I want to -- I have a taco truck, and I want
9 to expand to brick and mortar." And I was like,
10 "I don't really know anything about food and
11 beverage, but here's my two cents."

12 You know, like -- I'm always here.
13 Like I'm always here to listen. I'm always here
14 to like give you guys my best kind of opinion on
15 something. You know, whether it's right or
16 wrong, I'll always keep it straight with you.
17 And yeah. Like I just want it to be as open of a
18 conversation as possible.

19 We're still like a small group. I
20 don't think I'll ever get too big-headed to like
21 not do these types of spaces and talk to you all.
22 Yeah. Hopefully that makes sense. And, you
23 know, like if you've ever felt like you are a
24 little scared to approach and stuff like that, by
25 all means.

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1 Like I mean, I wouldn't have had like
2 Nick here, and Spencer, Andrew, Justin, stuff
3 like that, Nicky, as part of the team if they
4 didn't just reach out. And now we're like doing
5 cool shit together. So yeah. I mean, it doesn't
6 matter who you are. It doesn't matter what your
7 background is. If you're not the most tech-
8 centric person or anything like that, just fuck
9 it, and just jump on it.

10 Let me --

11 PASTY: I think you're doing a
12 fantastic job, Mason.

13 MASON ROTHSCHILD: Thanks, man.

14 PASTY: For everything -- for
15 everything that's going on in your life, I think
16 you're doing a great job.

17 MASON ROTHSCHILD: Yeah, man. Ask --

18 PASTY: I have no complaints about
19 anything.

20 MASON ROTHSCHILD: Yeah. To kind of
21 like balance all this type of stuff, you know, I
22 Like You, You're Weird, Terminal 27, Gasoline,
23 even just like you know, I consult for a lot of
24 projects and stuff like that for like big brands,
25 you know, multibillion-dollar brands, dealing

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1 with obviously the MetaBirkins lawsuit right now,
2 doing my legal stuff -- I did a deposition like
3 three weeks ago, like 11 hours sitting in a
4 deposition.

5 You know, I'm -- that was another thing
6 I was going to tell you guys. I have like a very
7 organized system of how I function and like
8 manage all these projects at once. And I was
9 going to like tell people what -- like what apps
10 I use and what like different organizers and
11 stuff that I utilize to kind of like function at
12 this level. Not that it's like a crazy level,
13 but you know, I put people onto kind of like
14 different workflows that help me kind of be who I
15 am. But, Justin, I brought you up. Justin
16 Colocco.

17 JUSTIN COLOCHO: For sure. Hey,
18 appreciate you getting me on. Can you hear me?

19 MASON ROTHSCHILD: Yeah. What's up,
20 bro?

21 JUSTIN COLOCHO: Okay. How you doing,
22 bro? So I had a question just because for like
23 the last couple years, I've kind of pretty much
24 like --

25 MASON ROTHSCHILD: Oh, you cut out.

1 JUSTIN COLOCHO: Can you hear me now?

2 MASON ROTHSCHILD: Yeah.

3 JUSTIN COLOCHO: Hello? Okay. Yeah,
4 my bad. I had someone calling me.

5 No, so I just kind of got my feet wet a
6 lot kind of on the music industry side, kind of
7 just seeing that from like a production level, a
8 producer level where I've just seen blockchain
9 kind of be like the main driving force of how
10 like the music industry could just kind of change
11 from like the standpoint of being able to kind of
12 register every little action that -- let's say
13 from the standpoint of a recording artist, that
14 input.

15 MASON ROTHSCHILD: Yeah.

16 JUSTIN COLOCHO: Just because, you
17 know, there's typically a lot of lawsuits that
18 are associated with songs, copyrights, et cetera,
19 melodies where I feel that kind of blockchain
20 will help kind of simplify a lot of that process.

21 MASON ROTHSCHILD: Yeah.

22 JUSTIN COLOCHO: So I guess in terms of
23 like with Gasoline, are you -- do you have any
24 projects kind of focused on kind of like more so
25 like a music contracting side of things where it

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1 will be able to kind of be a utilize -- like a
2 tool you can utilize while like cooking up --
3 essentially while recording music and being able
4 to kind of solidify like every little stage that
5 happens in the music recording process just
6 because at least --

7 MASON ROTHSCHILD: Yeah.

8 JUSTIN COLOCHO: -- for me, that's kind
9 of something where I've seen has been an issue.
10 And you know, it --

11 MASON ROTHSCHILD: Yeah.

12 JUSTIN COLOCHO: Usually you'll have
13 like a legal team or kind of management settle
14 any disputes or just like any favorable thing
15 that an artist or a team might want. So I guess
16 -- I don't know if you have any kind of two cents
17 on that area and kind of like the fusion of
18 blockchain and that's going to make it --

19 MASON ROTHSCHILD: Yeah.

20 JUSTIN COLOCHO: -- work for the music
21 industry.

22 MASON ROTHSCHILD: I mean, like I think
23 there's a couple people actually doing some like
24 pretty incredible things in the space. Like
25 Sound.xyz, like I know like they're doing really

1 cool shit.

2 I haven't really given it much thought
3 like just because it's not a space that I'm like
4 super immersed in like when it comes to music.
5 Like we throw parties and stuff like that at
6 Terminal, but I'm never like really on the
7 business side of the music.

8 And like I know it's like a really
9 tough space to kind of change because it --
10 there's so much money in it, like these different
11 management companies, and, you know, like
12 licenses, and it's a very complex space.

13 But I think Sound.xyz, like I was
14 talking to one of my buddies who's like one of
15 these electronic music DJs, and I think he like
16 minted a song and stuff like that, and they had
17 the royalties kind of split between the producer
18 and whoever kind of like contributed to the song.
19 And they're paid out like on a weekly basis, and
20 it was fully transparent.

21 And I think that's a beautiful thing
22 because, I mean, when -- I think it was a couple
23 years back, me, my buddy Mark, Layton, and Erica,
24 my fiancée, we did Uzi's artwork for Love is Rage
25 2, I think. I forget. One of the Uzi albums or

1 mix tapes. And we did all the artwork for it,
2 and then it was -- I forgot who he was with at
3 the time. Was it Atlantic? No, it wasn't
4 Atlantic. It was -- I forgot, but like the
5 record label took the artwork, and we didn't
6 license it to them, and then they sold it to
7 Urban Outfitters, like the design.

8 And Urban Outfitters like made the t-
9 shirt, and like they probably filled like
10 thousands and thousands of units, but we didn't
11 get any kickback on that, and they were just
12 like, "Yo, we own this shit." And we're like,
13 "Yeah, we didn't give you rights to this shit.
14 Like we gave Uzi the right to use it on an album.
15 We didn't give you all the right to sell the
16 artwork as merchandise," you know?

17 So like you know, there's different
18 things like that that are super, super bizarre to
19 me. I think the music industry is very, very
20 shady, to be honest.

21 JUSTIN COLOCHO: Yeah, for sure.

22 MASON ROTHSCHILD: It's like definitely
23 one of the shadiest industries. Like Uzi was in
24 a really bad deal for like the whole few years of
25 his career where he had like a full 360 deal, and

1 he wasn't making shit from like -- like he was
2 the biggest like rapper on the planet for a
3 while, you know. Still is like pretty big, and
4 he wasn't like really -- I mean, on social media,
5 he obviously has the cars and stuff like that,
6 but not anywhere close to like what he was doing
7 from a streaming sense, or like album sales, and
8 stuff like that. He was not getting like that
9 full amount.

10 So I think like music is a great place
11 where people can kind of develop and bring that
12 transparency and safety to artists like it does
13 for like artists who make like, you know, digital
14 art. I mean, music is a form of digital art.

15 I think it's just like when it comes to
16 touring and all these different types of things,
17 it's hard to fully step away from a label because
18 they provide like that distribution. They
19 provide the marketing money for your -- you know,
20 to get your streaming done. They provide, you
21 know, different kind of merch partners to develop
22 that merchandise, and they do like your touring
23 and all these different types of things. Like
24 there's a lot that goes into creating a musician
25 as opposed to like a digital artist who can

1 literally create something, mint it, and then
2 like get paid. You know.

3 I think it's just so many moving parts
4 to a musician's career that makes it a little bit
5 difficult to apply full to like -- like going 100
6 percent blockchain based.

7 JUSTIN COLOCHO: Yeah. No --

8 MASON ROTHSCHILD: I don't know too
9 much about the music industry, but that's just
10 like what I've seen and observed.

11 JUSTIN COLOCHO: Yeah, no. And
12 honestly, for me, that's kind of why I started
13 building like a production recording group over
14 the last year, really to kind of just see all the
15 quirks, and seeing like the ins and outs of what
16 happens kind of on the creative side that, like
17 you were saying, all the different kind of like
18 tentacles that pull you from here, this way, this
19 way, that way, just to kind of get like a good
20 gauge and feel of like essentially kind of what
21 goes on in the battlefield, for real, for real.

22 MASON ROTHSCHILD: Yeah.

23 JUSTIN COLOCHO: But no, I appreciate
24 that.

25 MASON ROTHSCHILD: 1,000 percent, man.

1 I mean, shit. You're a G. I mean, you're
2 fucking smart as fuck. Whenever we talk at one
3 of the Terminal parties and stuff like that,
4 you're always working on some VR shit, some AR
5 shit, like you definitely got the mind for it,
6 man. So like definitely like keep me posted.
7 Let me know where I can -- where I can plug in,
8 tap in, or give my two cents.

9 JUSTIN COLOCHO: Definitely, bro. I
10 appreciate that.

11 MASON ROTHSCHILD: Yeah, man. Of
12 course. Any time. Shout out to Kobe on the PFP.
13 Happy birthday.

14 NICK: It's his birthday today, right?

15 MASON ROTHSCHILD: Yeah. All right
16 (indiscernible) Kobe.

17 Anybody else have a question? Like I
18 said, you can ask me like questions like that
19 where it's just like what do you think about
20 this, what do you think about that? I have some
21 time tonight. I just got my sushi. I'm about to
22 eat it while I talk to you all unless you all
23 don't have any more questions. Don't be shy.

24 JUSTIN COLOCHO: I definitely want to
25 ask what workflows you use because, I can't even

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1 lie, over the past year, I find myself burning
2 out where I'm like, "Yeah, I don't know how Mason
3 manages to do all these different things at like
4 one time." Like this man might have --

5 MASON ROTHSCHILD: Yeah. So my main
6 one is like Notion. I use Notion for like
7 project management. And I'll probably like make
8 a thread about this soon. I was actually
9 planning on doing that today.

10 So I use Notion for -- and I put like
11 the team onto Notion and like (indiscernible) and
12 stuff like that have been on point with it. Like
13 you can pretty much create -- like there's
14 different templates and stuff where you can kind
15 of plug in.

16 I use it for like a to-do list as well
17 as like, you know, getting my ideas out. You can
18 put timelines on there and stuff like that, and
19 really keep yourself on track. So Notion is like
20 highly recommended. Maybe I'll do like a little
21 tutorial on how I utilize the different frames
22 for it.

23 Figma for like actual like design and
24 stuff. Mookie and I -- or Danielle and I use
25 Figma to build out Gasoline (indiscernible). So

1 it's like full wireframes and stuff like that.
2 You guys probably use similar technology, but
3 Figma is like fully collaborative so we can see
4 everything that's going on, on each other's
5 screens in real time.

6 When it comes to like my day-to-day
7 like non-tech or business stuff, I use Ticktick,
8 which is an app on like iPhone, and I guess
9 Android too. So like Ticktick is a really cool
10 app that's not just like a traditional kind of
11 organization or to-do list.

12 When it comes to Ticktick, it puts my
13 thoughts or to-do list into a matrix. Like if
14 you guys are familiar with the Eisenhower matrix,
15 if it's like you know, important and urgent, you
16 do it now. You know, like if it's -- it's like a
17 four-square model. If it's important and non-
18 urgent, you schedule to do it later. If it's
19 like not important but urgent, you delegate it to
20 somebody else on your team who can kind of like,
21 you know, take care of that task. And if it's
22 not urgent and not important, you just kind of
23 delete it from your brain because it's probably
24 not worth doing.

25 You know, so if anything falls into

1 those certain categories, that's how I plan on
2 attacking them in a certain day. You know, so if
3 it's important and urgent, I put it in that like
4 left corner square. And then I make sure that I
5 get to that as soon as possible. And then if
6 it's not urgent, you know, it goes into that
7 right square. And then I can like, you know,
8 either schedule a time for me to re-look at that
9 note so I can handle it like either that night or
10 the following day, give myself a deadline for it,
11 and then proceed that way.

12 That's kind of like -- I literally --
13 it sounds kind of like OCD and like crazy, and I
14 probably am a little bit OCD, but like the
15 Eisenhower matrix is like something that really
16 helps me organize like my thoughts, especially
17 when I'm doing so much, you know. I think I'm
18 probably doing like 10, 12 different things a
19 day. But I like it. You know, like it's
20 definitely what keeps me going. Definitely have
21 burned out in the past, but this definitely helps
22 with that burnout and reducing it.

23 I'm trying to think what else I have on
24 my phone that like I utilize all the time.
25 That's my basic workflow. I usually have my

1 phone on like do not disturb like during the day,
2 to be honest. Then I use those Apple settings to
3 like, okay, my fiancée can text me even when my
4 phone's on do not disturb, or like my mom and my
5 dad.

6 Because what I've noticed is like when
7 I have -- especially like I wear like an Apple
8 watch like most of the time for health stuff.
9 Like it gets pretty -- you get stuck in the loop
10 of like looking at your phone and stuff all the
11 time, and I think it's like really unproductive,
12 which is another part where like Discord is kind
13 of tough for me because there's so much to look
14 at all the time, and you can kind of like fall
15 down this rabbit hole of like being there for a
16 few hours and like not being very productive. So
17 yeah. I mean, those are kind of like my three
18 main workflows. I'm trying to think.

19 Oh, I use Timepage. Timepage is a
20 really cool App by Moleskine, who's the people
21 who make those like Moleskine binders or like
22 notebooks. Timepage is really cool, and I'll
23 show you guys like a screenshot later where it
24 organizes my schedule in like a vertical view, so
25 like I can put like my schedule in here, and it

1 tells me like if it's something that's like
2 within the area that I have to drive to, it tells
3 me what time I have to leave in order to get
4 there. And then it tells me like, oh, like if
5 I'm walking or driving and stuff like that, you
6 can create like Zoom links within the app.

7 So like it automatically links to your
8 Zoom so you can like be like, "Hey, like let's
9 chat about this. Let's check in on this," and
10 then invite people through that. And it's like
11 all color coordinated, and I like viewing my
12 schedule like not in calendar view, but in like a
13 horizontal list view. That helps with how my
14 brain works, so sorry. That might a lot of
15 stuff.

16 But yeah. Like those are my four main
17 workflows. I'm starting to like utilize -- I use
18 Superhuman right now for my e-mails because I'm
19 like the type of person who likes to have nothing
20 in their inbox. That's how I know I'm like done.
21 So like I don't -- I'm not one of those people
22 who like clicks on an e-mail and then like leaves
23 it. I sort it after I do it. So like if
24 something is done, then I like swipe right, and
25 it goes to my done folder, like not deleted but

1 like done, so it gets sorted there. If it's like
2 something that's like project related that needs
3 to like be followed up on, I set that follow-up
4 within the app. And then like if it's like a
5 fucking coupon or something like that, I just
6 like fully delete it.

7 Those are like the biggest things.
8 Like sorting e-mails -- especially when you get
9 as many e-mails as me in a given day, that's like
10 the only way to really sort yourself out when
11 you're like managing so many projects and
12 conversations. It's like I think my thing is
13 like clearing things. I get a sense of like
14 satisfaction and like gratification by like being
15 completely done with something and like having it
16 not appear anywhere. So I think that's like the
17 best way, at least for me. Everybody's
18 different, but like getting that whole concept
19 out of your face basically when you're complete.

20 So yeah, if anybody needs -- it's
21 Notion for like my main workflow, Ticktick for my
22 like day-to-day to-do list and Eisenhower matrix,
23 Timepage for my calendar, and what was the last
24 one? And I forget. So Ticktick, Timepage,
25 Notion, and Figma.

1 What was that? Did you say something,
2 Nick?

3 NICK: (Indiscernible).

4 MASON ROTHSCHILD: Sorry. You're kind
5 of lagging.

6 Hopefully that answers your, Justin --
7 or your question, Justin.

8 JUSTIN COLOCHO: Yeah. I appreciate
9 it, bro. And is Ticktick like a -- like Ticktick
10 like --

11 MASON ROTHSCHILD: Yeah, T-I-C-K-T-I-C-
12 K.

13 JUSTIN COLOCHO: Okay. Cool, cool.

14 MASON ROTHSCHILD: That's probably the
15 main one that I use. Like for just day-to-day
16 shit, like pick up dry-cleaning. You know, like
17 stuff like that.

18 JUSTIN COLOCHO: Gotcha. Gotcha. Yeah
19 because I'm familiar with Figma. I got to
20 definitely try Notion. I've seen that, but I
21 just never like tapped in with that. But okay.

22 MASON ROTHSCHILD: Yeah. Notion is
23 like a full-on gamechanger. It's just so
24 organized. It's like a nice place to go to and
25 just like -- it's like your little headquarters,

1 you know. It's the best way to describe it
2 because you can have like personal stuff in
3 there, and then you can have like business stuff
4 within that same breadth, but all organized in
5 the same way to kind of get you like brain
6 working in the same kind of like pattern.

7 JUSTIN COLOCHO: Gotcha. Gotcha. I'm
8 going to check that out. Appreciate it, bro.

9 MASON ROTHSCHILD: Bro, any time. I'll
10 make a thread about this stuff too. But if
11 anybody else has a question, let me know. I know
12 this kind of went from What is Gasoline to like
13 Who is Mason? But yeah. I'm here for it.

14 Mercedes, why are you always listening
15 in, but you never speak up, bro? I'm going to
16 invite you to speak. You better say something.
17 You're not going to do it. I'll invite some
18 other people to close this out, make sure I
19 didn't miss anything.

20 SPENCER: Hey, did Mercedes reject your
21 invite?

22 NICK: Mercedes just got called out.

23 MASON ROTHSCHILD: Down.

24 NICK: (Indiscernible).

25 MASON ROTHSCHILD: No, he's at work.

1 He's at work.

2 NICK: When has that ever stopped him?

3 MASON ROTHSCHILD: Whatever.

4 NICK: When has that ever stopped him
5 from anything?

6 MASON ROTHSCHILD: I know. You listen
7 to (indiscernible).

8 SPENCER: I was just telling Maddie
9 about Notion and Figma the other day. It's funny
10 that you bring it up. It would definitely help
11 her, like even like school stuff I feel like.

12 MASON ROTHSCHILD: Oh, fuck yeah. It's
13 like great for school. They have templates for
14 like note-taking. I think, yeah, you're the one
15 who was like, "Oh, yeah. They have different
16 note-taking strategies and stuff already built
17 in."

18 SPENCER: Yeah, like whatever the
19 standard is for colleges nowadays.

20 MASON ROTHSCHILD: Yeah. Fuck yeah.

21 NICK: And, Mason, can you hear me okay
22 now?

23 MASON ROTHSCHILD: Yeah.

24 NICK: Or am I still lagging?

25 MASON ROTHSCHILD: No, you're good.

1 NICK: Yeah. No, we've used it a lot
2 too as a team just trying to get our thoughts out
3 and putting stuff on -- you know, there's a lot
4 of us that talk at once, so just getting stuff
5 put out there and then prioritizing what's
6 important and kind of good ideas versus not and
7 everything. It's really cool.

8 MASON ROTHSCHILD: Yeah. No, I love
9 that shit. I love when like I tell you guys
10 about something, and you guys totally lean into
11 it. Like when I told you guys about Figma,
12 (indiscernible) made like a whole Figma ask board
13 and like with the -- with the arrows and stuff
14 like that showing the flow.

15 SPENCER: Yeah. It was fun making it.
16 You can high give each other too with each
17 other's cursors.

18 MASON ROTHSCHILD: Yeah.

19 SPENCER: It's so funny.

20 MASON ROTHSCHILD: Yeah. No, I mean
21 like that's just how I sort of organize. And I'm
22 like not the most organized person like compared
23 to some people. But it's a good place to start,
24 and if you really like take advantage of these
25 different technologies, you can really do

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1 anything and really manage all the hours in your
2 day to the maximum optimization.

3 Any other questions? If not, I'm just
4 going to eat some sushi.

5 SPENCER: What kind of sushi did you
6 get?

7 MASON ROTHSCHILD: I got a baked salmon
8 roll, and I got this like tempura roll that has
9 salmon in it, like raw salmon.

10 SPENCER: Ooh.

11 MASON ROTHSCHILD: But like a tempura
12 outside.

13 SPENCER: With extra ginger?

14 MASON ROTHSCHILD: Extra ginger. I'm
15 going to down that fucking little container of
16 ginger.

17 SPENCER: So gross.

18 MASON ROTHSCHILD: For you all who
19 don't know, I like love ginger so much. So
20 Spencer and them like saw me eat straight up
21 ginger at the --

22 SPENCER: A bowl of it.

23 MASON ROTHSCHILD: -- sushi restaurant.

24 SPENCER: A handful. Just shoved it
25 down.

1 MASON ROTHSCHILD: Big fan. Big fan of
2 the ginger.

3 SPENCER: Big ginger guy. Classic.

4 MASON ROTHSCHILD: This has been a fun
5 space. Hopefully, you guys learned something.
6 Like I hope like I give information that's like
7 useful in your own daily lives because, I mean, I
8 got it -- I got it from somebody else, and you
9 just pass on the wisdom.

10 SPENCER: Passing it forward.

11 MASON ROTHSCHILD: Yeah.

12 NICK: Thanks, Mason. Appreciate it.

13 MASON ROTHSCHILD: Of course. Thanks
14 for moving the conversation forward, Nick. I
15 couldn't do it without you.

16 SPENCER: I'm excited for all the
17 future spaces that you have regarding Gasoline
18 and further developments that come from it.

19 MASON ROTHSCHILD: Yeah.

20 SPENCER: It's super exciting. I don't
21 know if people understand or if they feel the
22 same way, but I know it's going to be some big
23 things. It's going to be super sick.

24 MASON ROTHSCHILD: Yeah. I know -- I
25 know Nicky hates Gasoline. He thinks it's the

1 worst idea.

2 NICK: Yeah, Nicky. I mean --

3 SPENCER: Damn, Nicky.

4 NICK: We don't need to talk about him.

5 MASON ROTHSCHILD: Yeah. But no, I
6 mean, I'm super excited. I have like all the --
7 all the tools at my disposal to do cool shit.

8 NICKY: What did you say about me?

9 NICK: Oh, look who it is.

10 MASON ROTHSCHILD: I forgot that I
11 invited him up. Shit.

12 NICKY: Listen. I love Gasoline. I
13 will literally huff and puff it till I die.
14 Siphoning gas.

15 MASON ROTHSCHILD: Yeah. Oh, what is
16 everybody's opinion? I was going to buy the
17 domain and Twitter, just @gas. I won't tell you
18 the price.

19 SPENCER: That's fire. I think you
20 should do it.

21 MASON ROTHSCHILD: But should I -- I
22 have the ability to do it, so I feel like I
23 should just go for it.

24 PASTY: It's interesting when you look
25 at brand awareness and the brands that have spent

1 money to buy domains what it's done as a whole
2 overall.

3 MASON ROTHSCHILD: Yeah. I think
4 that's super important. And if everything goes
5 sour and like Gasoline turns to shit, I can
6 definitely sell that shit.

7 NICKY: Yeah.

8 PASTY: You have an asset for sure.

9 MASON ROTHSCHILD: Like a Saudi prince
10 and stuff like that who loves oil. Like I'll
11 sell that shit for a mil.

12 If that's it, I'll call it here, guys.
13 And like I said, feel free to hit me up whenever.
14 Discord, Twitter, Instagram if you're on
15 Instagram. I know my e-mail is kind of like out
16 there somewhere. Feel free to e-mail me but
17 don't spam me.

18 NICKY: I have his number.

19 MASON ROTHSCHILD: Fuck.

20 PASTY: DM me for his number.

21 NICKY: I'm selling Mason's phone
22 number.

23 PASTY: Send him letters. I can drop
24 the address.

25 MASON ROTHSCHILD: All right, you all.

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1 Well, I'll hit you guys up later. Thank you for
2 listening. We'll do this again soon. have a
3 good night or day, wherever you are.

4 PASTY: Love you, Mason.

5 NICK: Goodnight, everybody. Oh, right
6 when Spencer gets up, we leave. Bye, Spencer.

7 SPENCER: I've been up. What are you
8 talking about?

9 NICK: Oh, you just haven't talked?
10 Got it.

11 SPENCER: Wait, what? Wait, is this
12 the first time you're hearing me speak? I've
13 been speaking for like five minutes.

14 MASON ROTHSCHILD: All right. Anyways.
15 All right. Peace.

16 PASTY: Love you, Mason.

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1 C E R T I F I C A T I O N

2

3 I, Sonya Ledanski Hyde, certify that the

4 foregoing transcript is a true and accurate

5 record of the proceedings.

6 *Sonya M. Ledanski Hyde*

7

8

9 -----

10

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16 Date: September 2, 2022

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